



# FAST FACTS

*A message for health care providers*



## Breast Cancer Screening

### Breast cancer statistics:

In 2012, it is estimated that among U.S. women there will be:

- 226,870 new cases of invasive breast cancer (includes new cases of primary breast cancer among survivors, but not recurrence of original breast cancer among survivors).
- 63,300 new cases of in situ breast cancer (includes ductal carcinoma in situ (DCIS) and lobular carcinoma in situ (LCIS), of those, about 85 % will be DCIS). DCIS is a non-invasive breast cancer and LCIS is a condition that increases the risk of invasive breast cancer.
- 39,510 breast cancer deaths.

(Source: American Cancer Society, Cancer Facts and Figures 2012)

### Things you can do to increase breast cancer screening rates in your practice:

- Keep up to date on the most current mammography screening guidelines
- Make it a standard practice to assess the mammography status of all patients; Do not assume that the patient was already referred for a mammogram by another physician
- Write a mammogram referral on a prescription pad and give it directly to the patient
- Provide information and counseling at a more intensive level and if the patient is unreceptive, refer her to a peer counselor
- Offer to have the office staff make the mammogram appointment before patient leaves
- Ensure that patients know that mammograms are included in the member's benefits package at no additional cost to the patient; If patient is un/under-insured refer patient to Cancer Services Program of WNY (see below)
- Establish an office-based system to identify patients due for mammogram (reminder cues, flow sheets, interactive computer cues, posters, mailings, phone calls, etc.); Designate someone in the office as the "Prevention Coordinator" with responsibility for overseeing the system(s) the practice has decided to use; Train and utilize all appropriate staff to deliver prevention messages
- Follow up with patients who did not follow through on their mammogram referral and assess and address their personal barriers; The identified barriers may be minor and easily resolved
- Assess each provider's performance at ordering mammograms for all patients that need one and inform each provider of these stats

### Resources

- Cancer Services Programs of Western New York (CSPWNY) [www.cspwny.org/](http://www.cspwny.org/)
- CDC [www.cdc.gov/cancer/breast/](http://www.cdc.gov/cancer/breast/)
- NCI [www.cancer.gov/cancertopics/types/breast](http://www.cancer.gov/cancertopics/types/breast)
- Susan G. Komen for the Cure [ww5.komen.org/](http://ww5.komen.org/)
- American Cancer Society [www.cancer.org/cancer/breastcancer/index](http://www.cancer.org/cancer/breastcancer/index)

**Don't forget to vaccinate your patients against flu!**